

In the Claims

1. (currently amended) A device for displaying a dispensing container comprising:
a base defining ~~an~~ a receiving area adapted for receiving the dispensing container, said base having a bottom wall with a protuberance, said receiving area ~~for receiving the dispensing container~~ at least partially defined by said protuberance in said bottom wall;
a back member extending upwardly from said base;
a generally flexible retaining member adapted to be looped around a portion of ~~said the~~ dispensing container and to be arranged such that when ~~said the~~ dispensing container is disposed in said base and said retaining member is placed in tension the dispensing container is retained in said base and biased in a downward direction and toward said back member.
2. (currently amended) The device of claim 1 wherein said back member further comprises a slider and a back bracket, said slider and said back bracket being movable relative to each other to adjust the overall height of said back member.
3. (currently amended) The device of claim ~~1~~ 2 further comprising a tensioner to maintain said retaining member in tension when said retaining member is looped around a portion of the dispensing container.
4. (withdrawn) The device of claim 3 wherein said tensioner is an adjustable screw mounted in said back member
5. (original) The device of claim 3 wherein said tensioner is a loop, hook and slide arrangement.

6. (original) The device of claim 1 wherein said base is removable from said back member.

7. (currently amended) The device of claim 1 wherein said base has a back wall and said protuberance has a lower portion and an upper portion with said lower portion being closer to said back wall than said upper portion, said back wall and said protuberance being adapted to receive the dispensing container between said back wall and said upper and lower portion to inhibit the dispensing container from moving in said base.

8. (currently amended) The device of claim ~~1~~ 7 wherein said base has a second protuberance.

9. (currently amended) The device of claim 8 wherein ~~said base has a back wall and~~ said first and second protuberances each have a lower portion and an upper portion with said lower portions being closer to said back wall than said upper portions, said back wall and said protuberances being adapted to receive the dispensing container between said back wall and said upper and lower portions to inhibit the dispensing container from moving in said base.

10. (currently amended) A device adapted for displaying a product container from a support, said device comprising;

a base defining ~~an~~ a receiving area adapted for receiving the product container;

a back member extending upwardly from said base;

a generally flexible retaining member ~~looped~~ adapted for looping around a portion of ~~said~~ the product container and arranged such that when the product

container is disposed in said base and said retaining member is placed in tension, the product container is retained in said base and biased in a downward direction and toward said back member; and

a connector engaged with said back member ~~for connecting~~ and adapted to connect said back member to said ~~the~~ support.

11. (currently amended) The device of claim 10 wherein said ~~support is~~ connector is adapted to connect said back member to a shelf.

12. (currently amended) The device of claim 10 wherein said ~~support is~~ connector is adapted to connect said back member to a pole.

13. (currently amended) The device of claim 10 ~~further including a~~ wherein said base ~~having~~ has a protuberance at least partially defining a receiving area for said product container.

14. (currently amended) The device of claim 10 ~~further including a~~ wherein said back member ~~having~~ has a slider and a back bracket such that adjustment of said slider maintains said retaining member in tension when the product container is disposed in said base.

15. (currently amended) The device of claim 14 wherein said retaining member is a loop, and further having a tensioner comprising said loop and a hook attached to said slider, said loop being adapted for looping around the product container and said hook and said slider being adjustable relative to the product container for maintaining said retaining member in tension when looped around a product container.

16. (currently amended) A device for displaying a product container from a support, said device comprising:

a base defining an a receiving area adapted for receiving the product container, said base having a bottom wall with a protuberance, said area for receiving the product container at least partially defined by said protuberance in said bottom wall;

a back member extending upwardly from said base;

a generally flexible retaining member ~~looped~~ adapted for looping around a portion of said the product container and arranged such that when said the product container is disposed in said base and said retaining member is placed in tension, the product is retained in said base and biased downward and toward said back member;

a connector engaged with said back member and ~~capable of engaging said~~ adapted to attach to the support; and

a tensioner causing said retaining member to be maintained in tension.

17. (currently amended) The device of claim 16 wherein said ~~support is~~ connector is adapted to attach said connector to a shelf.

18. (withdrawn) The device of claim 16 having a tensioner including a screw engaged with said retaining member and causing said retaining member to be maintained in tension.

19. (currently amended) The device of claim 16 such that the device is adapted to make at least a portion of the product container is visible when displayed in said device.

20. (original) The device of claim 16 further including marketing material positioned in said back member.

21. (currently amended) A method for displaying a product container from a support comprising:

- providing a base defining an area for receiving the product container;
- providing a back member extending upwardly from said base;
- placing a product container in said base;
- passing a retaining member around a portion of said product container and engaging said retaining member with a tensioner;
- adjusting said tensioner to place said retaining member in tension and biasing said product container in a downward direction and toward said back member; and
- attaching said back member to said support.

22. (original) The method of claim 21 further including assembling said base to said back member prior to placing said product container in said base.

23. (currently amended) The method of claim 21 further providing a said back member with a slider and back bracket.

24. (currently amended) The method of claim 21 further providing a said tensioner with a back bracket and a slider, and adjusting said tensioning element by moving said back bracket and slider relative to each other.

25. (currently amended) The method of claim 21 wherein said ~~support is a shelf and~~ said back member is adapted to be attached to said a shelf.

26. (currently amended) The method of claim 21 wherein said ~~support is a pole and~~ said back member is adapted to be attached to said a pole.

27. (currently amended) A device for displaying a dispensing container while being mounted to a support in a store, comprising:

a base defining ~~an~~ a receiving area adapted for retaining ~~said~~ a dispensing container;

a back member extending upwardly from said base;

an adjustable tensioner; and

a retaining member adapted to be coupled to ~~said~~ a dispensing container and to said tensioner to enable an adjustment of said tensioner to bias ~~said~~ the dispenser dispensing container in a downward direction and against said back member, whereby ~~said~~ the dispenser dispensing container can be firmly held in place to ~~said~~ a support while being accessible to customers for examining the contents of the dispensing container.

28. (currently amended) The device of claim 27 wherein said ~~support is~~ device is adapted to be attached to a store shelf.

29. (original) The device of claim 27 wherein said tensioner comprises a slider and a back bracket moveable relative to each other for tensioning of said retaining member during adjustment of said tensioner.

30. (currently amended) The device of claim 27 and further comprising:

a said base having a protuberance that contacts a lower end of a the dispensing container when said dispensing container is held by said retaining member.

31. (currently amended) The device of claim 27 wherein said retaining member comprises ~~a rigid dispensing container gripper~~ one or more rigid sections.

32. (original) The device of claim 27 wherein said retaining member comprises a flexible loop.

33. (currently amended) A device for displaying a dispensing container from a store shelf comprising;

a base for supporting said the dispensing container;

a back member extending upwardly from said base and having a movable portion;

a retaining member ~~surrounding~~ adapted to surround a portion of said the dispensing container and engaging said movable portion of said back member, said retaining member being in tension;

said retaining member ~~causing said~~ adapted to cause the dispensing container to be biased in a direction ~~toward~~ downward and against said back member; and

a connector adapted for connecting said device to a the store shelf.

34. (currently amended) The device of claim 33 ~~further comprising a~~ wherein said movable portion of said back member ~~wherein said movable portion~~ is slideable in a downward direction.

35. (currently amended) A device for displaying a dispensing container from a support in a store comprising:

a base defining a receiving area adapted for ~~said~~ receiving the dispensing container;

a back member extending upwardly from said base;

an adjustable retaining member adapted to be positioned around a portion of ~~said~~ the dispensing container and connected to said back member such that said

retaining member retains ~~said~~ the dispensing container in a substantially upright position in said receiving area and ~~said~~ the dispensing container is biased downward and toward said back member; and

a connector adapted for connecting said device to a the support.

36. (currently amended) The device of claim 35 wherein said ~~support is~~ connector is adapted to be connected to a store shelf.

37. (currently amended) The device of claim 35 wherein said ~~support is~~ connector is adapted to be connected to a pole.

38. (currently amended) The device of claim 35 ~~further comprising a~~ wherein said base ~~with~~ further comprises a protuberance, said protuberance being adapted to receive a dispensing container in said base.

39. (currently amended) The device of claim 35 ~~further comprising a~~ wherein said back member ~~with~~ further comprises a slider and a back bracket, said slider and said back bracket being movable relative to each other to adjust the overall height of said back member.

40. (original) The device of claim 39 further having a tensioner comprised of said slider, back bracket retaining member and a hook on said slide for adjusting the tension on said retaining member.